



Strategy for Development of the Gampong Nusa Aceh Besar Tourism Village Based on Edutourism: Community Based Tourism Approach

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Article Info	Abstract
<p>Article History : Received March 2023 Accepted April 2023 Published June 2023</p>	<p>The purpose of this research is to determine the potential and problems related to the development of the Gampong Nusa Aceh Besar tourist village, the efforts that will be made by the community to optimize the potential and overcome the problems faced in developing the Gampong Nusa Aceh Besar tourist village, the role of the Gampong Nusa community and youth in supporting the development of the tourist village based on edutourism and a strategy for developing the Gampong Nusa tourist village based on edutourism with a community based tourism (CBT) approach. This research uses mixed methods, namely quantitative and qualitative with a sequential explanatory design. This design is the use of two research methods (quantitative and qualitative) in a sequence so that each method will be implemented one by one (not simultaneously) in two different research phases. The initial data collected was quantitative data, then to support this data we used qualitative data. The second analysis method is the Analytical Hierarchy Process (AHP). The research results show that Indonesia's tourism potential is so enchanting that it attracts tourists to visit Indonesia, from domestic tourists to foreign tourists. Gampong Nusa tourist village is one of the tourist villages in Aceh Province. This tourist village was awarded 1st place in the 2021 Indonesian Tourism Village Award (ADWI) in the homestay category. The homestay concept in Gampong Nusa does not change any shape of the Acehnese stilt houses. The most prioritized criteria in the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach is the tourism component with a weight value of 0.34 or 34%. In the tourism component, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach are attractions with a weight value of 0.40 or 40%. In tourism management, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach is the management institution with a weight value of 0.55 or 55%.</p>
<p>Keywords: <i>Tourism Village; Gampong Nusa Aceh Besar; Edutourism; Community Based Tourism; Development Strategy</i></p>	

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INTRODUCTION

Indonesia's tourism potential is so beautiful that it attracts many foreign tourists to visit Indonesia and indirectly increases the country's foreign exchange. Tourism is the second largest contributor to the country's foreign exchange, apart from that, tourism is also considered to be Indonesia's largest economic driver. Because the scope of the tourism industry is so broad, starting from the tourist attractions themselves, MSMEs producing souvenirs at tourist attractions, tour guides, homestays, hotels, and also food and beverage services. In 2018, foreign tourist visits were 15.8 million people, in 2019 it increased to 16.1 million people, in 2020 it decreased to 4.1 million people, in 2021 it decreased again to 1.4 million people and in 2022 it experienced an increase to 3.9 million people (Central Statistics Agency, 2023). The Covid-19 pandemic has resulted in tourist visits to Indonesia experiencing a very significant decline as a result of restrictions on community activities. In 2021, the Ministry of Tourism and Creative Economy created an event to revive Indonesian tourism after the pandemic, namely the Indonesian Tourism Village Award (ADWI). This event aims to make Indonesian tourist villages a world-class and highly competitive tourism destination (2021). Until 2022, the tourism sector has managed to recover and foreign tourist visits will continue to increase due to ongoing promotions. Now we are in the era of industrial revolution 4.0 which is marked by extraordinary developments in the field of internet technology (Prajanti et al., 2019).

A tourist village is the development of a village that has tourism potential and is packaged with various attractions as a tourist attraction without changing what already exists, but rather developing existing potential to show something new and interesting for many visitors (Muljadi & Warman, 2012). To date, there are 3,921 tourist villages (data 13 February 2023) in the categories of pioneering, developing, advanced and independent tourist villages. Along with the times, a new concept has emerged in the tourism sector known as the concept of edutourism (Daniati et al., 2022). Edutourism is a combination of the concepts of tourism and education which are packaged into an

educational travel program carried out by individuals or groups with the main aim of gaining direct learning experiences related to the location visited (Rodger, 1998). The concept of community-based tourism recognizes that the management of tourism activities in the area absolutely belongs to the surrounding local community (Suansri, 2003). However, this does not mean that the community will manage the business itself, but rather that there are other parties such as the district government who play a role as supporters of regional tourism management policies. Local governments and local communities can collaborate to develop the edutourism they manage. To increase productivity, capacity building can be done for tourism managers (Prajanti & Utami, 2019).

Currently, the number of tourist villages is dominated by Java Island, and Aceh Province is in 13th position which has 107 tourist villages. A total of 78 pioneer tourism villages, 25 developing tourism villages, and 4 developed tourism villages. In Aceh Province, tourist villages are something new and still need a lot of development with potential that is almost the same as Java Island. One of the areas that has tourism potential and attraction in Aceh Province is Aceh Besar Regency which has 2 tourist villages, namely Gampong Nusa (developed tourist village) and Gampong Lubuk Sukon (developed tourist village) (Kemenparekraf, 2023b).

The Gampong Nusa tourist village is located in Lhoknga District, Aceh Besar Regency, Aceh Province. The distance and travel time from Sultan Iskandar Muda Airport is 23.1 km or around 38 minutes. On the night of the 2021 Indonesian Tourism Village Award, Gampong Nusa won first place in the homestay category (2021). Not long ago, it was discovered that a residence or homestay in the tourist village of Gampong Nusa, Aceh Besar Regency received an award from the 2023 ASEAN Tourism Awards (ATF) in the 2023-2025 ASEAN Homestay Awards category so that indirectly its suitability standards have been recognized by several neighboring countries and can be said to have reached ASEAN standards (2023). Gampong Nusa is one of the gampongs in Aceh that continues to develop community-based tourism villages. The local potential continues to be mixed into various tourist attractions with the main aim being to improve the community's economy and

maintain environmental sustainability. So far there have been various types of tourism in Gampong Nusa, including cooking classes, waste management packages, traditional games, traditional food, culinary souvenirs, camping sites, paddie field season, river potential and so on (Kemenparekraf, 2023). Of the various types of tourism offered, there are several tours that have the potential to be used as edutourism (educational tourism).

Previous research related to tourism development strategies has often been carried out, but has never been carried out for locations in Aceh Province. Several previous studies were conducted on the island of Java. Apart from that, several previous studies related to tourism village development strategies were still within the scope of developing tourist villages as a whole, and had not focused on developing educational tourism potential. Previous research has stated that the strategy for developing the potential of educational tourism villages is with participatory planning in tourism development in tourist villages by implementing Community Based Tourism (CBT) as a tourism development approach (Putra & Silfiana, 2019). In Nur's research (2022), it is known that Gampong Nusa has implemented the Community Based Tourism (CBT) concept because of the active role of the community in implementing sustainable concepts, especially in the aspects of waste management, economic strategy, water management, community and environmental communities. According to Nuha (2022), the role of the Gampong government in developing the Gampong Nusa Tourism Village has achieved good results and is running in accordance with the Pitana and Gayatri theory which has 3 indicator components, namely motivator, facilitator and dynamist.

Based on the state of the art above, further research is needed that focuses on strategies for developing the Gampong Nusa tourist village based on edutourism in order to increase the number of tourist visits, as well as making Gampong Nusa the only education-based tourist village in Aceh. This research finds novelty in the formation of edutourism-based tourist villages using a CBT approach and formulates a suitable strategy for developing edutourism-based tourist

villages with a CBT approach using Analytical Hierarchy Processes.

The aim of this research is to determine the potential and problems related to the development of the Gampong Nusa Aceh Besar tourist village, the efforts that will be made by the community to optimize the potential and overcome the problems faced in developing the Gampong Nusa Aceh Besar tourist village, the role of the Gampong Nusa community and youth in supporting development edutourism-based tourist villages as well as edutourism-based Gampong Nusa tourist village development strategies with a community based tourism (CBT) approach.

RESEARCH METHODS

This research uses mixed methods, namely quantitative and qualitative with a sequential explanatory design. This design is the use of two research methods (quantitative and qualitative) in a sequence so that each method will be implemented one by one (not simultaneously) in two different research phases. The initial data collected was quantitative data, then to support this data we used qualitative data.

The focus of this research is on determining strategies that can be implemented by Gampong Nusa Aceh Besar in developing the Gampong Nusa tourist village based on edutourism with a community based tourism (CBT) approach. Primary data in this research was obtained from informants (keypersons) who are experts in their fields for three problem formulations, while the final problem formulation of informants was selected using purposive sampling techniques, and informants were based on the pentahelix concept (ABCGM) which is one of the offers from the Ministry of Tourism related to tourism development in Indonesia (Regulation of the Minister of Tourism of the Republic of Indonesia, 2016). The informants in this research consisted of several stakeholders related to the research topic.

The first stage is to carry out initial observations in the form of field observations and interviews to obtain information on the problems and potential of the object being studied. The second stage is more in-depth data collection using observation techniques, in-depth interviews, questionnaires, and FGD. FGD activities were

carried out based on the AHP questionnaire and invited several stakeholders from the pentahelix element (ABCGM). The qualitative data validity technique uses data triangulation. Then the analytical technique used to analyze the data in this research is mixed methods. The first analysis used in the research is descriptive analysis from Milles and Huberman to describe the potential and problems related to the development of the Gampong Nusa Aceh Besar tourist village as well as the efforts that will be made by the community to optimize the potential and overcome the problems faced, as well as describing the role of the Gampong Nusa community and youth in supporting the development of edutourism-based tourist villages.

The second analysis method is the Analytical Hierarchy Process (AHP). AHP is a decision support model developed by Thomas L. Saaty. This decision support model will describe complex multi-factor or multi-criteria problems into a hierarchy (Falatehan, 2016). The AHP technique is used to determine strategies related to a policy. The AHP method can help develop priorities and objectives from various options by using several criteria to determine the priority of elements in a decision problem, namely by making pairwise comparisons, that is, each element is compared in pairs against a specified criterion. The form of pairwise comparison is a matrix. Filling in the pairwise comparison matrix uses numbers that describe the relative importance of one element above the others. Through the Analytical Hierarchy Process (AHP) method, several strategies will be produced that can be used in developing the Gampong Nusa tourism village based on edutourism with a community based tourism (CBT) approach.

RESULTS AND DISCUSSION

Problems faced in the development of the Gampong Nusa Aceh Besar Tourism Village based on Community Empowerment and the efforts that will be made to overcome these problems

The development of an area or region for the better will always have problems or obstacles.

Likewise, the development of Gampong Nusa into a tourist village experienced several problems and obstacles. The problems faced during the development of community-based tourism villages at the beginning included the public's perception that tourism was a place of immorality, as we know that Aceh is known as the veranda of Mecca.

As time goes by, the community has become more aware that Nusa Village has a lot of potential to be developed into an even better tourist village in the future.

Next, there is the problem of developing tourist villages based on the 4A components. Based on the results of the interview with the Chair of the LPN, there were no problems in providing tourist attractions in Gampong Nusa, because before the attractions were provided by the tourism management in Gampong Nusa, they had discussed them first and set various rules for these attractions. For example, for tourist packages in the form of camping, there are Village Officials and the Nusa Tourism Institute (LPN) who will look after/supervise the camping activities. Apart from that, the tents for male and female participants will be separated. So that worrying incidents such as the mixing of men's and women's tents and other things that have the potential to be immoral will not happen. Then also the distribution of wages for each attraction activity will be divided based on the results of the performance carried out by the community.

Until now, Gampong Nusa continues to explore the potential of its village to continue to be developed and packaged into a tourist attraction.

Furthermore, the Amenities component is not yet optimally available. Accommodation is available, while food and drink facilities are still limited because only a few stalls/kiosks are available for residents. In the future, a culinary center will be built next to the river. Building assistance from Kemedes is available. This building will then be used as a typical Acehnese culinary center. So all the food available is typical Acehnese food.

Amenities are various supporting facilities needed by tourists at tourist destinations. Amenities include various facilities to meet accommodation needs, food and beverage provision, entertainment venues, retailing, and

other services such as banks, hospitals, security and insurance.

Based on the interview results, the available Accessibility component is complete, this component refers to ease of access to the Gampong Nusa tourist village, including transportation infrastructure. The condition of the highway to Gampong Nusa already has good asphalt and is wide, the provincial airport is not far away, and bus terminals/other public transportation are also available. Currently there is Trans Meudiwana which can help tourists while on holiday in Aceh to get to Gampong Nusa, especially those who don't bring private transportation so they no longer need to pay additional costs to get to tourist locations. Directions to Gampong Nusa are available, you can look on Google Maps or the directions on the road.

Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach

The results of the AHP analysis regarding the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach based on criteria are as follows:

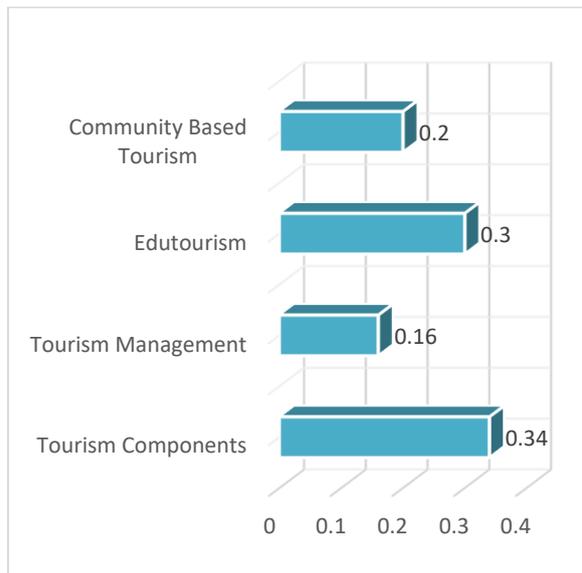


Figure 4.1. Results of Inter-Criteria Analysis

Based on figure 4.1. It can be explained that the most prioritized criteria in the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach is the tourism

component with a weight value of 0.34 or 34%.

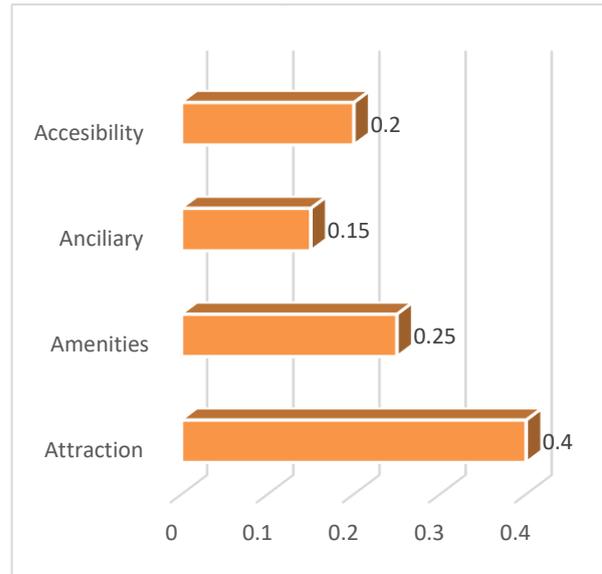


Figure 4.2. Analysis Results on Tourism Component Criteria

Based on figure 4.2. It can be explained that in the tourism component, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach are attractions with a weight value of 0.40 or 40%.

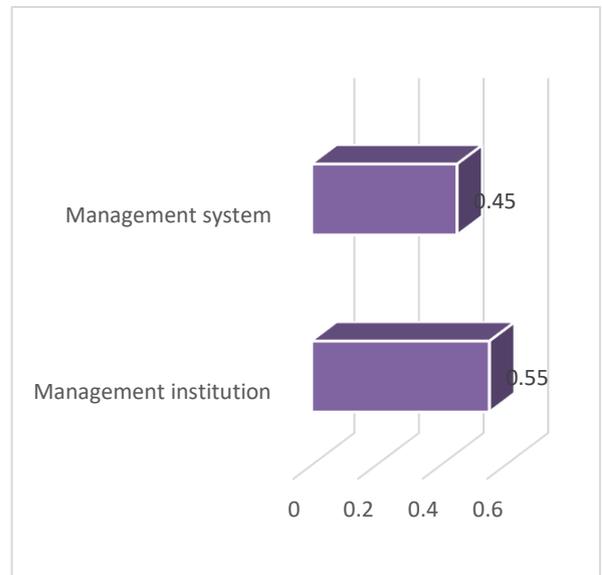


Figure 4.3. Analysis Results on Tourism Management Criteria

Based on figure 4.3. It can be explained that in tourism management, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism

(CBT) Approach is the management institution with a weight value of 0.55 or 55%.

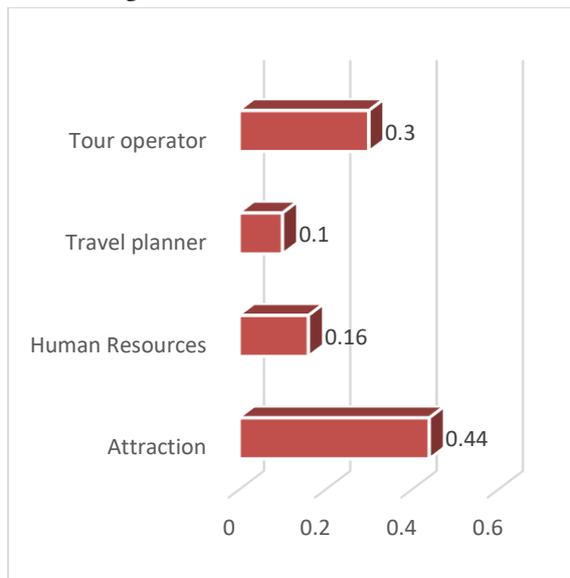


Figure 4.4. Analysis Results on Edutourism Criteria

Based on figure 4.4. It can be explained that in edutourism, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach are attractions with a weight value of 0.44 or 44%.

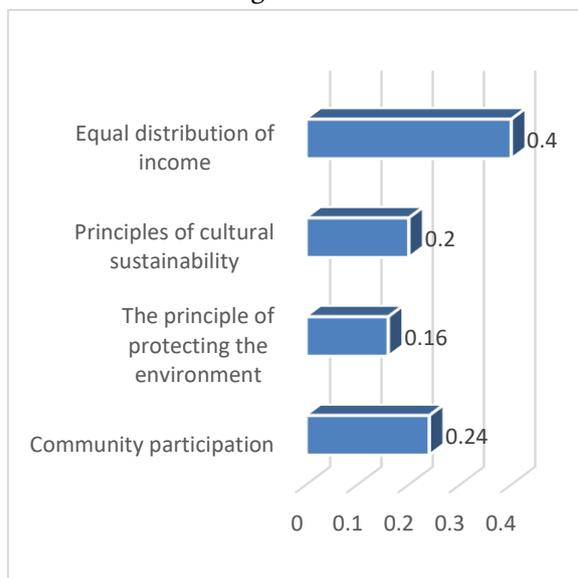


Figure 4.5. Analysis Results on Community Based Tourism Criteria

Based on figure 4.4. It can be explained that in Community Based Tourism, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with the Community Based

Tourism (CBT) Approach is income distribution with a weight value of 0.40 or 40%..

CONCLUSION

Indonesia's tourism potential is so enchanting that it attracts tourists to visit Indonesia, from domestic tourists to foreign tourists. Gampong Nusa tourist village is one of the tourist villages in Aceh Province. This tourist village was awarded 1st place in the 2021 Indonesian Tourism Village Award (ADWI) in the homestay category. The homestay concept in Gampong Nusa does not change any shape of the Acehnese stilt houses. The most prioritized criteria in the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach is the tourism component with a weight value of 0.34 or 34%. In the tourism component, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach are attractions with a weight value of 0.40 or 40%. In tourism management, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach is the management institution with a weight value of 0.55 or 55%. In edutourism, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with a Community Based Tourism (CBT) Approach are attractions with a weight value of 0.44 or 44%. In Community Based Tourism, the most prioritized sub-criteria related to the Gampong Nusa Tourism Village Development Strategy Based on Edutourism with the Community Based Tourism (CBT) Approach is income distribution with a weight value of 0.40 or 40%.

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